## **Benton County**

## Quit Line Data Summary January 1 - March 31, 2002

Number of Calls to Quit Line     County     State       Percent of Statewide Calls     2.1%     100.0%       Percent of State Population in County¹     2.4%     100.0%       Cender     N = 73     N = 3,737       Female     71.2%     61.7%       Male     28.8%     38.3%       Race/Ethnicity     N = 61     N = 3,00       People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5,4%     2.3%       18 - 24 years old     1.5,4%     2.3%       18 - 24 years old     24.6%     22.2%       25 - 34 years old     24.6%     22.2%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 66     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     5.4%     10.0%       Coll	January 1 - March 31, 2002			
Percent of Statewide Calls     2.1%     100.0%       Percent of State Population in County¹     2.4%     100.0%       Gender     N = 73     N = 3,737       Female     71.2%     61.7%       Male     28.8%     33.8%       Race/Ethnicity     N = 61     N = 3,032       People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     2.3%       18 - 24 years old     1.5%     2.3%       18 - 24 years old     24.6%     23.2%       25 - 34 years old     24.6%     23.2%       35 - 44 years old     30.8%     27.0%       45 years and older     7.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       Caller Type     N = 70     N = 3,48       General Information </th <th></th> <th>County</th> <th>State</th>		County	State	
Percent of State Population in County¹     2.4%     100.0%       Cender     N = 73     N = 3,737       Female     71.2%     61.7%       Male     28.8%     38.3%       Race/Ethnicity     N = 61     N = 3,032       People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     2.3%       18 - 24 years old     15.4%     16.2%       25 - 34 years old     24.6%     23.2%       35 - 44 years old     30.8%     27.0%       45 years and older     7.5%     13.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.6%       College graduate     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     N = 70     N = 3,483       General Information	Number of Calls to Quit Line	N = 73	N = 4,096	
Gender     N = 73     N = 3,737       Female     71,12%     61,7%       Male     28,8%     33,3%       Race/Ethnicity     N = 61     N = 3,032       People of Color     11,5%     12,8%       White     88,5%     87,2%       Age     N = 65     N = 3,176       Less than 18 years old     1,5%     2,3%       18 - 24 years old     1,5%     2,2%       35 - 44 years old     24,6%     23,2%       35 - 44 years old     30,8%     27,0%       45 years and older     7,7%     31,4%       Education     N = 65     N = 3,209       Did not graduate high school     15,4%     19,8%       High school graduate     35,4%     33,3%       Some college/vocational school     43,1%     36,9%       College graduate     6,2%     10,0%       Caller Type     N = 70     N = 3,483       General Information     8,6%     10,6%       Health care provider     4,3%     3,4%       Tobacco user     87,1%	Percent of Statewide Calls	2.1%	100.0%	
Gender     N = 73     N = 3,737       Female     71.2%     61.7%       Male     28.8%     38.3%       Race/Ethnicity     N = 61     N = 3,032       People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     16.2%       18 - 24 years old     24.6%     23.2%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45 <td< td=""><td>Percent of State Population in County<sup>1</sup></td><td>2.4%</td><td>100.0%</td></td<>	Percent of State Population in County <sup>1</sup>	2.4%	100.0%	
Gender     N = 73     N = 3,737       Female     71.2%     61.7%       Male     28.8%     38.3%       Race/Ethnicity     N = 61     N = 3,032       People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     16.2%       18 - 24 years old     24.6%     23.2%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45 <td< td=""><td></td><td>County %</td><td>State %</td></td<>		County %	State %	
Male     28.8%     38.3%       Race/Ethnicity     N = 61     N = 3,032       People of Color     11.5%     12.8%       White     88.5%     87.2%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     2.3%       18 - 24 years old     24.6%     23.2%       25 - 34 years old     24.6%     23.2%       35 - 44 years old     24.6%     23.2%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,098       High school graduate     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     N = 70     N = 3,483       Hose Type     N = 45     N = 2,167       Insured     3.7 %     4.02%       Uninsured     2.2 %     2.5 %	Gender	N = 73		
Race/Ethnicity     N = 61     N = 3,032       People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     2.3%       18 - 24 years old     15.4%     16.2%       25 - 34 years old     24.6%     23.2%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     2.2% <td>Female</td> <td>71.2%</td> <td>61.7%</td>	Female	71.2%	61.7%	
People of Color     11.5%     12.8%       White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     1.5%     2.3%       18 - 24 years old     24.6%     23.2%       25 - 34 years old     24.6%     23.2%       35 - 44 years old     30.8%     27.7%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     37.8%     40.2%       Medicaid     N = 67	Male	28.8%	38.3%	
White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     15.9%     2.3%       18 - 24 years old     24.6%     23.2%       35 - 34 years old     30.8%     27.0%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%	Race/Ethnicity	N = 61	N = 3,032	
White     88.5%     87.2%       Age     N = 65     N = 3,176       Less than 18 years old     15.9%     2.3%       18 - 24 years old     24.6%     23.2%       35 - 34 years old     30.8%     27.0%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%	People of Color	11.5%	12.8%	
Less than 18 years old     1.5%     2.3%       18 - 24 years old     15.4%     16.2%       25 - 34 years old     30.8%     27.0%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0,0%     1.4%       Health care provider	White	88.5%	87.2%	
Less than 18 years old     1.5%     2.3%       18 - 24 years old     15.4%     16.2%       25 - 34 years old     30.8%     27.0%       35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider	Age	N = 65	N = 3,176	
18 - 24 years old   15.4%   16.2%     25 - 34 years old   24.6%   23.2%     35 - 44 years old   30.8%   27.0%     45 years and older   27.7%   31.4%     Education   N = 65   N = 3,209     Did not graduate high school   15.4%   19.8%     High school graduate   35.4%   33.3%     Some college/vocational school   43.1%   36.9%     Colleg graduate   6.2%   10.0%     Caller Type   N = 70   N = 3,483     General Information   8.6%   10.6%     Health care provider   4.3%   3.4%     Tobacco user   87.1%   86.1%     Payer Type   N = 45   N = 2,167     Insured   37.8%   40.2%     Uninsured   22.2%   25.1%     Medicaid   N = 67   N = 3,110     Past caller   7.5%   12.9%     Employer/worksite   0.0%   1.4%     Health care provider   13.4%   17.0%     Television   38.8%   23.9%     Outdoor advertisement (billboard/bus/wall)   1.		1.5%		
35 - 44 years old     30.8%     27.0%       45 years and older     27.7%     31.4%       Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing </td <td></td> <td>15.4%</td> <td>16.2%</td>		15.4%	16.2%	
Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0% <td>25 - 34 years old</td> <td>24.6%</td> <td>23.2%</td>	25 - 34 years old	24.6%	23.2%	
Education     N = 65     N = 3,209       Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start <td< td=""><td></td><td>30.8%</td><td>27.0%</td></td<>		30.8%	27.0%	
Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailling     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%	•	27.7%	31.4%	
Did not graduate high school     15.4%     19.8%       High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%	Education	N = 65	N = 3,209	
High school graduate     35.4%     33.3%       Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     37.8%     40.2%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%	Did not graduate high school	15.4%		
Some college/vocational school     43.1%     36.9%       College graduate     6.2%     10.0%       Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     5.2%       Family or friend     22.4%     21.5%				
Caller Type     N = 70     N = 3,483       General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     5.2%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0% <td></td> <td></td> <td></td>				
General Information     8.6%     10.6%       Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%				
Health care provider     4.3%     3.4%       Tobacco user     87.1%     86.1%       Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     1.7%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Caller Type	N = 70	N = 3,483	
Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     1.7%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	General Information	8.6%	10.6%	
Payer Type     N = 45     N = 2,167       Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     1.7%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Health care provider	4.3%	3.4%	
Insured     37.8%     40.2%       Uninsured     22.2%     25.1%       Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     1.7%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Tobacco user	87.1%	86.1%	
Uninsured Medicaid   22.2%   25.1%     Medicaid   40.0%   34.7%     Heard About Past caller   N = 67   N = 3,110     Past caller Family over/worksite   7.5%   12.9%     Employer/worksite Health care provider   13.4%   17.0%     Television Sale Weight   38.8%   23.9%     Outdoor advertisement (billboard/bus/wall)   1.5%   4.9%     Targeted mailing Great Start Action   0.0%   0.2%     Radio Newspaper/Magazine Brochure/Newsletter Stochure/Newsletter 3.0%   1.7%     Brochure/Newsletter Steind Priend Stochure/Newsletter 22.4%   21.5%     Family or friend Family or friend Priend Health Department   6.0%   3.0%	Payer Type	N = 45	N = 2,167	
Medicaid     40.0%     34.7%       Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     1.7%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Insured	37.8%	40.2%	
Heard About     N = 67     N = 3,110       Past caller     7.5%     12.9%       Employer/worksite     0.0%     1.4%       Health care provider     13.4%     17.0%       Television     38.8%     23.9%       Outdoor advertisement (billboard/bus/wall)     1.5%     4.9%       Targeted mailing     0.0%     0.2%       Great Start     4.5%     6.2%       Radio     0.0%     1.1%       Newspaper/Magazine     3.0%     1.7%       Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Uninsured	22.2%	25.1%	
Past caller   7.5%   12.9%     Employer/worksite   0.0%   1.4%     Health care provider   13.4%   17.0%     Television   38.8%   23.9%     Outdoor advertisement (billboard/bus/wall)   1.5%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Medicaid	40.0%	34.7%	
Employer/worksite   0.0%   1.4%     Health care provider   13.4%   17.0%     Television   38.8%   23.9%     Outdoor advertisement (billboard/bus/wall)   1.5%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Heard About	N = 67	N = 3,110	
Health care provider   13.4%   17.0%     Television   38.8%   23.9%     Outdoor advertisement (billboard/bus/wall)   1.5%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Past caller	7.5%	12.9%	
Television   38.8%   23.9%     Outdoor advertisement (billboard/bus/wall)   1.5%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Employer/worksite	0.0%	1.4%	
Outdoor advertisement (billboard/bus/wall)   1.5%   4.9%     Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Health care provider	13.4%	17.0%	
Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Television	38.8%	23.9%	
Targeted mailing   0.0%   0.2%     Great Start   4.5%   6.2%     Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Outdoor advertisement (billboard/bus/wall)	1.5%	4.9%	
Radio   0.0%   1.1%     Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Targeted mailing			
Newspaper/Magazine   3.0%   1.7%     Brochure/Newsletter   3.0%   5.2%     Family or friend   22.4%   21.5%     Health Department   6.0%   3.0%	Great Start			
Brochure/Newsletter     3.0%     5.2%       Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Radio			
Family or friend     22.4%     21.5%       Health Department     6.0%     3.0%	Newspaper/Magazine			
Health Department 6.0% 3.0%	Brochure/Newsletter	3.0%	5.2%	
·	Family or friend	22.4%	21.5%	
School 0.0% 0.9%	Health Department	6.0%	3.0%	
	School	0.0%	0.9%	

Source: Washington State Department of Health Tobacco Prevention and Control

<sup>&</sup>lt;sup>1</sup> "Census 2000", August 2001 (OFM)

Assessment and Evaluation